



WCPO

# ORDER

Print Date 09/19/12

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Flight Dates **10/16/12-10/22/12**

Contract / Revision      **311598 /**

Original Date / Revision  
09/19/12    09/19/12

Advertiser **Obama / Democrat / Preside**

Agency    **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product

**Candidate. OFA Sked A 10.16-10.2**

Agency Com    15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep      00:20:00

Estimate #      **1537**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-8

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	155	\$37,179.00	\$43,740.00	0.00
<b>Totals</b>	<b>155</b>	<b>\$37,179.00</b>	<b>\$43,740.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	155	\$37,179.00	\$43,740.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WCPO	10/16/12	10/22/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	22222--	:30	10	\$70.00	P-8	0.00 NM	10	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	22222--					10	\$70.00		0.00		
E 2	WCPO	10/16/12	10/22/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	22222--	:30	10	\$125.00	P-8	0.00 NM	10	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/16/12	10/22/12	22222--					10	\$125.00		0.00		
E 3	WCPO	10/16/12	10/22/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	44444--	:30	20	\$200.00	P-8	0.00 NM	20	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



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Contract / Revision 311598 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 3	WCPO	10/16/12	10/22/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	44444--	:30	20	\$200.00	P-8	0.00	NM	20	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	44444--					20	\$200.00		0.00			
E 4	WCPO	10/20/12	10/20/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-					1	\$50.00		0.00			
E 5	WCPO	10/20/12	10/20/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	2	\$70.00	P-8	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-					2	\$70.00		0.00			
E 6	WCPO	10/20/12	10/20/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-					1	\$175.00		0.00			
E 7	WCPO	10/20/12	10/20/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	2	\$160.00	P-8	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-					2	\$160.00		0.00			
E 8	WCPO	10/21/12	10/21/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S					1	\$50.00		0.00			
E 9	WCPO	10/21/12	10/21/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	2	\$75.00	P-8	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S					2	\$75.00		0.00			
E 10	WCPO	10/21/12	10/21/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S					1	\$175.00		0.00			
E 11	WCPO	10/21/12	10/21/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$190.00	P-8	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S					2	\$190.00		0.00			
E 12	WCPO	10/16/12	10/22/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11111--	:30	5	\$125.00	P-8	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$125.00		0.00			
E 13	WCPO	10/16/12	10/22/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	11111--	:30	5	\$100.00	P-8	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$100.00		0.00			
E 14	WCPO	10/16/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$185.00	P-8	0.00	NM	5	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$185.00		0.00			
E 15	WCPO	10/16/12	10/22/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	11111--	:30	5	\$150.00	P-8	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$150.00		0.00			



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Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 15	WCPO	10/16/12	10/22/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	11111--	:30	5	\$150.00	P-8	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$150.00		0.00			
E 16	WCPO	10/16/12	10/22/12	M-F 1-2p M-F 1-2p	CM	1258-2p	11111--	:30	5	\$150.00	P-8	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$150.00		0.00			
E 17	WCPO	10/16/12	10/22/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	1111---	:30	4	\$600.00	P-8	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	1111---					4	\$600.00		0.00			
E 18	WCPO	10/21/12	10/21/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$800.00		0.00			
E 19	WCPO	10/16/12	10/22/12	M-F 3-4p 3-4pm Katie	CM	3-4p	11111--	:30	5	\$200.00	P-8	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$200.00		0.00			
E 20	WCPO	10/16/12	10/22/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	11111--	:30	5	\$280.00	P-8	0.00	NM	5	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$280.00		0.00			
E 21	WCPO	10/16/12	10/22/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	21111--	:30	6	\$275.00	P-8	0.00	NM	6	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	21111--					6	\$275.00		0.00			
E 22	WCPO	10/16/12	10/22/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	11111--	:30	5	\$300.00	P-8	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$300.00		0.00			
E 23	WCPO	10/16/12	10/22/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	11211--	:30	6	\$350.00	P-8	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11211--					6	\$350.00		0.00			
E 24	WCPO	10/21/12	10/21/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$225.00	P-8	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S					1	\$225.00		0.00			
E 25	WCPO	10/16/12	10/22/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	11111--	:30	5	\$400.00	P-8	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$400.00		0.00			
E 26	WCPO	10/16/12	10/22/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	11111--	:30	5	\$465.00	P-8	0.00	NM	5	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	11111--					5	\$465.00		0.00			
E 27	WCPO	10/22/12	10/22/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$2,000.00	P-8	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 27	WCPO	10/22/12	10/22/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$2,000.00	P-8	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-----					1	\$2,000.00		0.00			
E 28	WCPO	10/22/12	10/22/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$1,000.00	P-8	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	M-----					1	\$1,000.00		0.00			
E 29	WCPO	10/16/12	10/16/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-T-----					1	\$800.00		0.00			
E 30	WCPO	10/17/12	10/17/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	--W----					1	\$800.00		0.00			
E 31	WCPO	10/18/12	10/18/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	---T---					1	\$800.00		0.00			
E 32	WCPO	10/19/12	10/19/12	Friday Prime B Friday Prime B	CM	9-10p	----F--	:30	1	\$500.00	P-8	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	----F--					1	\$500.00		0.00			
E 33	WCPO	10/21/12	10/21/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$1,000.00	P-8	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S					1	\$1,000.00		0.00			
E 34	WCPO	10/16/12	10/22/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	1111111	:30	7	\$450.00	P-8	0.00	NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	1111111					7	\$450.00		0.00			
E 35	WCPO	10/16/12	10/22/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	11111--	:30	5	\$275.00	P-8	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$275.00		0.00			
E 36	WCPO	10/16/12	10/22/12	M-F 1202-107a Jimmy Ki M-F 1202-107a Jimmy Ki	CM	1202-107a	11111--	:30	5	\$50.00	P-8	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$50.00		0.00			
E 37	WCPO	10/16/12	10/22/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	11111--	:30	5	\$10.00	P-8	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	11111--					5	\$10.00		0.00			
E 38	WCPO	10/21/12	10/21/12	SU 1135p-1235a SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$75.00	P-8	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S					1	\$75.00		0.00			
E 39	WCPO	10/20/12	10/20/12	OSU Football OSU Football	CM	1158a-1130p	-----S-	:30	1	\$3,000.00	P-8	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	-----S-					1	\$3,000.00		0.00			



WCPO

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Contract / Revision **311598** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked A 10.** Estimate # **1537**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 39	WCPO	10/20/12	10/20/12	OSU Football OSU Football	CM	1158a-1130p	-----S-	:30	1	\$3,000.00	P-8	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$3,000.00		0.00			
E 40	WCPO	10/20/12	10/20/12	ABC College Football Pri ABC College Football Pri	CM	758-1130p	-----S-	:30	1	\$1,000.00	P-8	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$1,000.00		0.00			
N 41	WCPO	10/20/12	10/22/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$200.00		0.00			
N 42	WCPO	10/20/12	10/22/12	SA 730-8p SA730-8P	CM	730-758p	-----S-	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-----S-					1	\$200.00		0.00			
N 43	WCPO	10/16/12	10/16/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$1,200.00	P-8	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	-T-----					1	\$1,200.00		0.00			
Totals														155	\$43,740.00